

DUKE ENERGY TORCHIERE PROMOTION

Duke Energy has an incentive budget of \$10,000. Duke is interested in providing \$20 instant rebates on up to 500 ENERGY STAR qualified torchieres. The store would have to be located in the Duke Energy service area.

Two Possibilities include:

Run a one day torchiere turn-in program having a coupon based instant rebate promotion. The retailer would give the \$20 off at the POS and the retailer would then send in all the completed coupons for reimbursement.

In-store promotion: Same rebate and reimbursement procedure applies. WECC would take care of printing and delivery of all coupons and POS materials. WECC would also take care of training store personnel.

If the retailer is interested in a one day turn in-event, WECC will provide a rep to help staff the event as well as take care of all the details associated with press releases and event coordination. The role of the retailer would be to bring into stock and sell 500 ENERGY STAR qualified torchieres using the Duke Energy \$20 instant rebate coupon. If the retailer is interested in a one day event, they must be willing to provide staffing to run the event. WECC will also provide 1 rep for the day of the sale. Contact Karl Hilker for additional information.